

ABSTRACT

The invention is a system and method in which a plurality of consumer products is organized into "use" groups, and these groups are conveyed to a consumer through color-coding and icons situated on an information layout. The information layout is provided on the product packaging, or proximally located near the actual products in a store or pictures of the products on an electronic display. In a particular embodiment, the products are footwear-related products, such as socks, insoles, shoes, and shoe-care products, and the "use" groups are "Comfort", "Performance", and "Outdoor".